

### REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated February 21, 2007 has been received and its contents carefully reviewed. Applicants gratefully acknowledge the Examiner's indication of allowable subject matter in claims 36-39.

Claims 1-8, 13-17, 21, 25, 29-30, 32 and 34-39 are pending in the present application. Reexamination and reconsideration of the pending claims are respectfully requested.

In the Office Action, the Examiner rejected claims 1, 4-6, 13-17, 21, 25-27, 29, 30 and 32-35 under 35 U.S.C. § 103(a) as being unpatentable over Tone (U.S. Patent No. 6,404,512) in view of Margulis et al. (U.S. Patent No. 6,157,396) and Nishimura et al. (U.S. Patent No. 6,169,505); and rejected claims 3, 7 and 8 under 35 U.S.C. § 103(a) as being unpatentable over Tone in view of Margulis et al. and Hiroki (U.S. Patent No. 6,771,238).

The rejection of claims 1, 4-6, 13-17, 21, 25-27, 29, 30 and 32-35 under 35 U.S.C. § 103(a) as being unpatentable over Tone in view of Margulis et al. and Nishimura et al. is respectfully traversed and reconsideration is requested.

Claim 1 is allowable over the cited references in that claim 1 recites a combination of elements including, for example, "a multi-channel gamma voltage generator having a plurality of digital to analog converters (DACs), the digital to analog converters generating n gamma voltages (wherein n is an integer) having a different voltage level in response to the digital gamma data respectively" None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicants respectfully submit that claim 1 and claims 4-6, which depend therefrom, are allowable over the cited references.

On page 4 of the Office Action, the Examiner cites Nishimura et al. as teaching the aforementioned features recited in claim 1. In the claimed invention, the multi-channel DAC 93 generates, for example, eight gamma reference voltages having a different voltage level GMA1 to GMA 8. Also, the voltage levels of the gamma reference voltages change according to the digital gamma data stored in the memory means and selected by the gamma control means. In

other words, the multi-channel DAC 93 in the claimed invention generates different sets of gamma reference voltages depending on the digital gamma data selected by the gamma control means. However, nowhere does Nishimura et al. disclose that the DAC 100 generates different sets of gamma reference voltages depending on a control signal. As best understood, the optional conversion law module 258 in Fig. 3 is used to generate a time-varying analog voltage, which has a non-linear relationship to the digital sequence on the digital bus, by modifying the digital sequence received by the input. See Nishimura et al. at Col. 11, lines 27-35.

Claim 13 is allowable over the cited references in that claim 13 recites a combination of elements including, for example, "responding to the one set of the gamma data for the selected mode to generate n gamma voltages (wherein n is an integer) having a different voltage level using a plurality of digital to analog converters (DACs), the digital to analog converters responding to the digital gamma data respectively" None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicants respectfully submit that claim 13 and claims 14-17, which depend therefrom, are allowable over the cited references.

Claim 21 is allowable over the cited references in that claim 21 recites a combination of elements including, for example, "a plurality of digital-to-converters (DACs) selecting the reference voltages in response to the digital gamma data to generate n gamma voltages (wherein n is an integer) having a different voltage level, respectively" None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicants respectfully submit that claim 21 and claim 25, which depends therefrom, are allowable over the cited references.

Claim 29 is allowable over the cited references in that claim 29 recites a combination of elements including, for example, "generating a plurality of gamma voltages from the plurality of gamma reference voltages using a plurality of digital-to-converters (DACs), the DACs selecting the reference voltages in response to the digital gamma data to generate the gamma voltages having a different voltage level, respectively" None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicants respectfully submit that claim 29 and claims 30 and 32, which depend therefrom, are allowable over the cited references.

Claim 34 is allowable over the cited references in that claim 34 recites a combination of elements including, for example, "a plurality of digital-to-converters (DACs) generating n gamma voltages (wherein n is an integer) having a different voltage level in response to the digital gamma data, respectively" None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicants respectfully submit that claim 34 and claim 35, which depends therefrom, are allowable over the cited references.

The rejection of claims 3, 7 and 8 under 35 U.S.C. § 103(a) as being unpatentable over Tone in view of Margulis et al. and Hiroki is respectfully traversed and reconsideration is requested. Applicants respectfully submit that because Hiroki fails to cure the deficient teachings of Tone and Margulis et al. as discussed with respect to claim 1, claims 3, 7 and 8 are allowable over the cited references.

Applicants believe the application is in condition for allowance and early, favorable action is respectfully solicited. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

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